

Baked Goods in Ukraine

November 2023

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Baked Goods in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail volume growth for bread as price controls support rising demand
A robust recovery for cakes during 2023 after a dismal year for the category in 2022
Russian invasion plays havoc with manufacturing operations of key category players

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Staple Foods in Ukraine - Industry Overview

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